Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515 http://lobbyingdisclosure.house.gov

Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510

http://www.senate.gov/lobby

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name	Individual	
Apple Inc.		
2. Address	I	
Address1 901 15th Street NW, Suite 1000	Address2	
City Washington State	DC Zip Code	Country USA
3. Principal place of business (if different than line 2)		
City Cupertino State	CA Zip Code	Country USA
4a. Contact Name b. Telephone Number International Number Ms. Catherine A. Novelli (202) 772-9500	c. E-mail	5. Senate ID# 4152-12
7. Client Name Self Check if client is a state o	r local government or instrumentality (5. House ID# 314500000
TYPE OF REPORT 8. Year 2012 Q1 (1/1 - 3/31 9. Check if this filing amends a previously filed version of this report 10. Check if this is a Termination Report	t 🗆	Q4 (10/1 - 12/31) ssue Activity
INCOME OR EXPENSES - YOU MUST complete	either Line 12 or Line 13	
12. Lobbying	13. Organizations	ı
INCOME relating to lobbying activities for this reporting period was:	EXPENSE relating to lobbying activities fo were:	r this reporting period
<u>Less than \$5,000</u>	<u>Less than \$5,000</u>	
\$5,000 or more \$	\$5,000 or more	
Provide a good faith estimate, rounded to the nearest \$10,000, of all lobbying related income from the client (including all	14. REPORTING Check box to i accounting method. See instructions for descriptions	ndicate expense cription of options.
payments to the registrant by any other entity for lobbying activities on behalf of the client).	✓ Method A. Reporting amounts using LDA d	efinitions only
,	Method B. Reporting amounts under section Internal Revenue Code	n 6033(b)(8) of the
	Method C. Reporting amounts under section Revenue Code	n 162(e) of the Internal
Signature	Date	07/21/2012
Printed Name and Title Catherine A. Novelli, Vice President Worv6.0.2a	ldwide Government Affairs	Page 1 of 16

	on behalf of the clien	at during the reporting period.	et the general issue areas in which the registrar Using a separate page for each code, provide	nt
15. General issue are	ea code CPT	Copyright/Patent/Tradem	ark (one per page)	
16. Specific lobbying	g issues			
S 23/HR 1249: Amer S 968: Protect IP Ac HR 3261: Step Onlin Patent Reform, PTO	t ne Piracy Act	pyright Issues, IP Infringeme	nt, Piracy	
	gress and Federal ago	encies Check if No	ne	
House of Representatives,	Senate			
18. Name of each inc	lividual who acted as	a lobbyist in this issue area		
			Covered Official Position (if applicable)	New
First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
First Name Timothy		Suffix	Covered Official Position (if applicable)	New
First Name Timothy Joseph	Last Name Powderly	Suffix	Covered Official Position (if applicable)	New
First Name Timothy Joseph Nick	Last Name Powderly Fortson	Suffix	Covered Official Position (if applicable) Chief Counsel, Senator Lindsay Graham	
First Name Timothy Joseph Nick	Last Name Powderly Fortson Ammann	Suffix		
First Name Timothy Joseph Nick	Last Name Powderly Fortson Ammann	Suffix		
First Name Timothy Joseph Nick	Last Name Powderly Fortson Ammann	Suffix		
18. Name of each ind First Name Timothy Joseph Nick Walt	Last Name Powderly Fortson Ammann	Suffix		
First Name Timothy Joseph Nick	Last Name Powderly Fortson Ammann	Suffix		
First Name Timothy Joseph Nick Walt	Last Name Powderly Fortson Ammann Kuhn	Suffix	Chief Counsel, Senator Lindsay Graham	
First Name Timothy Joseph Nick Walt	Last Name Powderly Fortson Ammann Kuhn	Suffix	Chief Counsel, Senator Lindsay Graham	
First Name Timothy Joseph Nick Walt	Last Name Powderly Fortson Ammann Kuhn	Suffix	Chief Counsel, Senator Lindsay Graham	
First Name Timothy Joseph Nick Walt	Last Name Powderly Fortson Ammann Kuhn	Suffix	Chief Counsel, Senator Lindsay Graham	
First Name Timothy Joseph Nick Walt	Last Name Powderly Fortson Ammann Kuhn	Suffix	Chief Counsel, Senator Lindsay Graham	
First Name Timothy Joseph Nick Walt	Last Name Powderly Fortson Ammann Kuhn	Suffix	Chief Counsel, Senator Lindsay Graham	

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15. General issue area	code	TAX	Taxation/Internal	Revenue	Code	(one per	page)		
16. Specific lobbying i	ssues								
HR 942: American Res S 971: Digital Goods a HR 1860: Digital Good HR 1036: Job Creation	nd Services I ls & Services	Fairness s Tax Fa	Act						
17. House(s) of Congre		eral agen	cies	k if None					
18. Name of each indiv			-			overed Officia	l Position (if appl	icable)	l Nev
18. Name of each indiv First Name Timothy	Last	cted as a Name	-	ne area		overed Officia	l Position (if appl	icable)	Nev
First Name	Last	Name	-			overed Officia	l Position (if appl	icable)	Nev
First Name Timothy	Last Pow	Name wderly	-			overed Officia	l Position (if appl	icable)	Nev
First Name Fimothy Joseph Nick	Last Pow	Name wderly rtson	-				l Position (if appl		Nev
First Name Fimothy Joseph Nick	Last Pow Fort	Name wderly rtson	-						Nev
First Name Fimothy Joseph Nick	Last Pow Fort	Name wderly rtson	-						Nev
First Name Timothy Joseph	Last Pow Fort	Name wderly rtson	-						New D
First Name Fimothy Joseph Nick	Last Pow Fort	Name wderly rtson	-						Nev
First Name Fimothy Joseph Nick	Last Pow Fort	Name wderly rtson	-						Nev
First Name Γimothy Joseph Nick	Last Pow Fort	t Name wderly rtson nmann hn		Suffix	Chief Cou		Lindsay Grah		Nev

Client Name

Apple Inc.

Registrant

Apple Inc.

15. General issue area	code EDU	Education			(one per page)		
16. Specific lobbying is	ssues				_		
Elementary & Secondar General Education Tech ssues related to digital	hnology Funding	zation					
17. House(s) of Congre		ies 🗌 Ch	neck if None				
18. Name of each indivi		obbyist in this is		Cove	rad Official Position (if	applicable)	Inc
irst Name	idual who acted as a l Last Name Powderly	obbyist in this is	Ssue area	Cove	red Official Position (if	applicable)	Ne
irst Name Fimothy	Last Name	obbyist in this is		Cove	red Official Position (if	applicable)	Ne
18. Name of each indiviriest Name Γimothy Toseph Nick	Last Name Powderly	obbyist in this is		Cove	red Official Position (if	applicable)	Ne
rist Name Cimothy oseph	Last Name Powderly Fortson	obbyist in this is			red Official Position (if		Ne
rist Name Timothy oseph	Last Name Powderly Fortson Ammann	obbyist in this is					Ne
rist Name Timothy oseph	Last Name Powderly Fortson Ammann	obbyist in this is					Ne
irst Name Timothy oseph Vick	Last Name Powderly Fortson Ammann	obbyist in this is					Ne
irst Name Timothy oseph Vick	Last Name Powderly Fortson Ammann	obbyist in this is					Ne
irst Name Timothy oseph Vick	Last Name Powderly Fortson Ammann	obbyist in this is					
rst Name Fimothy oseph	Last Name Powderly Fortson Ammann Kuhn		Suffix	Chief Counse			

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Registrant	Apple Inc.		Client Nan	e Apple Inc.	
engaged in	lobbying on behalf	•	reporting period. Us	ne general issue areas in which the registrant ing a separate page for each code, provide	
mormano	n as requested. Add	additional page(s) as it	ccucu.		
15. Genera	al issue area code	TEC Telecon	nmunications	(one per page)	
16. Specif	ic lobbying issues				
S 911: Spe Wireless C	ectrum Act	& Wireless Innovation ti-Theft Database, Spect		ons, Universal Service, Accessibility, Open Int	ernet Issues,
17. House	(s) of Congress and	Federal agencies [Check if None		
House of Rep	resentatives, Senate, Fed	leral Communications Commis	ssion (FCC)		
18. Name	of each individual w	who acted as a lobbyist in	n this issue area		
First Name		Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy		Powderly	Sum	· · · · · · · · · · · · · · · · · · ·	
Joseph		Fortson			
Nick		Ammann			
Walt		Kuhn		Chief Counsel, Senator Lindsay Graham	
wait		Kunn		Chief Counsel, Senator Lindsay Granam	
10 Interes	at of each foreign or	ntity in the specific issu	as listed on line 16	above ✓ Check if None	
19. Interes	or each foreign en	——————————————————————————————————————	les fisted off fille 10 a	Check if None	
Printed N	ame and Title Cat	therine A. Novelli, Vice I	President Worldwide	Government Affairs	
	-				

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16. Specific lobbying issues Electronic Waste, Energy Star, EPEAT, 17. House(s) of Congress and Federal a House of Representatives, Senate, Environmental I	gencies Check if N	one	
17. House(s) of Congress and Federal a	gencies Check if N	one	
		one	
		one	
Iouse of Representatives, Senate, Environmental I	otection Agency (EPA)		
8. Name of each individual who acted	s a lobbyist in this issue area		
	•	1	ı
irst Name Last Nam		Covered Official Position (if applicable)	Ne
Fimothy Powder	y		
oseph Fortson			
·· ·			
Nick Amman	ı		
		Chief Counsel, Senator Lindsay Graham	
		Chief Counsel, Senator Lindsay Graham	
		Chief Counsel, Senator Lindsay Graham	
		Chief Counsel, Senator Lindsay Graham	
		Chief Counsel, Senator Lindsay Graham	
		Chief Counsel, Senator Lindsay Graham	
Valt Kuhn			

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15. General issue area o	code TRD	Trade (Domestic/Fore	eign)	(one per page)	
16. Specific lobbying is	ssues				
Information Technology Standards and Technica Market Access & Free	l Barriers to Trade				
17. House(s) of Congre	_		None		
18. Name of each indivi	dual who acted as a	a lobbyist in this issue are	ea		
18. Name of each indivi	dual who acted as a	a lobbyist in this issue are		Covered Official Position (if ap	plicable) Ne
				Covered Official Position (if ap	plicable) Ne
irst Name Fimothy	Last Name			Covered Official Position (if ap	plicable) Ne
irst Name Fimothy Nick	Last Name Powderly			Covered Official Position (if ap	plicable) Ne
irst Name Fimothy Nick	Last Name Powderly Ammann			Covered Official Position (if ap	plicable) Ne
irst Name Fimothy Nick	Last Name Powderly Ammann			Covered Official Position (if ap	plicable) Ne
irst Name Timothy Vick	Last Name Powderly Ammann			Covered Official Position (if ap	plicable) Ne
irst Name Timothy Vick	Last Name Powderly Ammann			Covered Official Position (if ap	plicable) Ne
irst Name Fimothy Nick	Last Name Powderly Ammann			Covered Official Position (if ap	plicable) Ne
irst Name	Last Name Powderly Ammann			Covered Official Position (if ap	plicable) Ne
irst Name Timothy Vick	Last Name Powderly Ammann			Covered Official Position (if ap	plicable) Ne
irst Name Cimothy Vick Lisa	Last Name Powderly Ammann Errion			Covered Official Position (if ap	plicable) Ne

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15. General issue area cod	de CSP	Consumer Issues/Safety/Pr	oducts	(one per page)	
16. Specific lobbying issu	ies				
HR 654: Do Not Track Me HR 611: Best Practices A HR 1528: Consumer Priva HR 1895: Do Not Track K	act acy Protection Ac	et			
17. House(s) of Congress	and Federal ager	ncies			
18. Name of each individu	al who acted as a	lobbyist in this issue area Suffix	C	overed Official Position (if applicable)	New
First Name			C	overed Official Position (if applicable)	New
	Last Name		Co	overed Official Position (if applicable)	New
First Name Timothy Joseph	Last Name Powderly		Co	overed Official Position (if applicable)	New
First Name Timothy Joseph Nick	Last Name Powderly Fortson			overed Official Position (if applicable) nsel, Senator Lindsay Graham	New
First Name Timothy Joseph Nick	Last Name Powderly Fortson Ammann				New
First Name Timothy Joseph Nick	Last Name Powderly Fortson Ammann				New
First Name Timothy	Last Name Powderly Fortson Ammann				New
First Name Timothy Joseph Nick	Last Name Powderly Fortson Ammann				New
First Name Timothy Joseph Nick	Last Name Powderly Fortson Ammann				New O O O O O O O O

Client Name

Apple Inc.

Registrant

Apple Inc.

ADDENDUM for General Lobbying Issue Area:	CSP - Consumer Issues/Safety/Products	
S 799: The Commercial Privacy Bill of Rights S 1223: Location Privacy Protection Act General Consumer Privacy Issues, Location-Bas Commercial Competition Policy Issues Children's Online Privacy & Safety		
Battery Transportation & Safety Issues		

Printed Name and Title Catherine A. Novelli, Vice President Worldwide Government Affairs

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Registrant	Apple Inc.		Client Name	e Apple Inc.
engaged in	lobbying on behalf	f of the client during th	he reporting period. Usi	e general issue areas in which the registranting a separate page for each code, provide
informatio	n as requested. Add	l additional page(s) as	needed.	
15. Genera	al issue area code	FIN Financ	cial Institutions/Investm	nents/Sec (one per page)
16. Specif	ic lobbying issues			
HR 1081:		nt System Protection		s related to mineral sourcing
	(s) of Congress and		☐ Check if None	
House of Rep	resentatives, Senate, Sec	urities & Exchange Commiss	sion (SEC)	
18. Name	of each individual v	who acted as a lobbyist	t in this issue area	
First Name		Last Name	CEE:	Covered Official Position (if applicable) New
			Suffix	Covered Official Fosition (if applicable)
Timothy		Powderly Fortson		
Joseph		Errion		
Lisa				
Walt		Kuhn		Chief Counsel, Senator Lindsay Graham
				Ū
10. L.	1		1'11'16	
19. Interes	st of each foreign ei	atity in the specific iss	sues listed on line 16 a	bove
Printed N	ame and Title Ca	therine A. Novelli, Vice	e President Worldwide (Government Affairs

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Registrant Apple Inc.		Client N	ame Apple Inc.	
LOBBYING ACTIV	ITY. Select as many codes as no	ecessary to reflect	the general issue areas in which the registrant	
	on behalf of the client during the ted. Add additional page(s) as ne		Using a separate page for each code, provide	
15. General issue are	a code TRA Transpor	rtation	(one per page)	
16. Specific lobbying	issues			
HR 2553: Airport and Issues related to trans	ation Administration Reauthoriza I Airway Extension Act (Batteric sportation of batteries nology use in aviation	` /		
	ress and Federal agencies	Check if Non	e	
House of Representatives,	Senate			
18. Name of each ind	ividual who acted as a lobbyist ir	this issue area		
First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Timothy	Powderly			
Joseph	Fortson			
Walt	Kuhn		Chief Counsel, Senator Lindsay Graham	
19. Interest of each fo	oreign entity in the specific issue	es listed on line 1	6 above ✓ Check if None	
Printed Name and T	Citle Catherine A. Novelli, Vice P	resident Worldwid	le Government Affairs	

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Registrant	Apple Inc.			Client Name	Apple Inc.		
engaged in lo		of the client	during the report		-	e areas in which the registrant page for each code, provide	
15. General i	ssue area code	LAW	Law Enforcen	nent/Crime/Cri	ninal Justice	(one per page)	
16. Specific l	lobbying issues						
S 1011: Elec	tronic Communic	ations Priva	cy Act Amendme	ents of 2011 (E	CPA)		
17 House(s)	of Congress and	Federal age	ncies \Box C	heck if None			
	entatives, Senate	1 ederar ager		neek ii ivone			
18. Name of	each individual w	ho acted as a	a lobbyist in this i	ssue area			
First Name		Last Name		Suffix	Cover	ed Official Position (if applicable)	New
Timothy		Powderly					
Joseph		Fortson					
19. Interest o	f each foreign en	tity in the sp	pecific issues liste	ed on line 16 at	ove	Check if None	-
Printed Nam	ne and Title Cat	herine A. No	velli, Vice Preside	nt Worldwide G	overnment A	ffairs	

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Registrant	Apple Inc.		Client Na	ame Apple Inc.	
			-	the general issue areas in which the registrant	
~ ~		f of the client during the distribution of the client during the distribution of the client during the	1 01	Jsing a separate page for each code, provide	
15. Genera	al issue area code	CPI Comp	outer Industry	(one per page)	
16. Specif	ic lobbying issues				
HR 1707/I Bills relate	HR 1841: Data Acced to Cyber Securit	each Notification Act ountability and Trust sy: HR 2096, HR 3523 , Breach Notification	Act 3, HR 4257, HR 3834	4, HR 4263, HR 5026	
	(s) of Congress and	l Federal agencies	☐ Check if None		
House of Rep	resentatives, Senate				
18 Name	of each individual v	who acted as a lobbyis	t in this issue area		
	or each marvidual v			I compared to the second secon	Lv
First Name Timothy		Last Name Powderly	Suffix	Covered Official Position (if applicable)	New
Joseph		Fortson			
Nick					
		Ammann			
Walt		Kuhn		Chief Counsel, Senator Lindsay Graham	
19. Interes	t of each foreign e	ntity in the specific is	sues listed on line 16	5 above	
Printed N	ame and Title Ca	therine A. Novelli, Vic	e President Worldwid	e Government Affairs	
		· · · · · · · · · · · · · · · · · · ·			

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15. General issue area code	BUD	Budget/Appropri	iations		(one per page)		
16. Specific lobbying issues							
S 365: Budget Control Act (Issues Related to Spectrum	Spectrum)						
1							
7. House(s) of Congress an	d Federal ager	ncies	eck if None				
louse of Representatives, Senate							
8. Name of each individual	who acted as a	lobbyist in this iss	sue area				
	who acted as a	lobbyist in this iss	sue area	Cover	ed Official Position (i	f applicable)	Ne
irst Name		lobbyist in this iss		Cover	ed Official Position (i	f applicable)	Ne
irst Name Fimothy	Last Name Powderly	lobbyist in this iss		Cover	ed Official Position (i	f applicable)	Ne
irst Name Γimothy	Last Name	lobbyist in this iss		Cover	ed Official Position (i	f applicable)	Ne
irst Name Fimothy	Last Name Powderly	lobbyist in this iss		Cover	ed Official Position (i	f applicable)	Ne
irst Name Fimothy	Last Name Powderly	lobbyist in this iss		Cover	ed Official Position (i	f applicable)	Ne
irst Name Γimothy	Last Name Powderly	lobbyist in this iss		Cover	ed Official Position (i	f applicable)	Ne
irst Name Fimothy	Last Name Powderly	lobbyist in this iss		Cover	ed Official Position (i	f applicable)	
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irst Name Fimothy	Last Name Powderly	lobbyist in this iss		Cover	ed Official Position (i	f applicable)	
irst Name Fimothy	Last Name Powderly	lobbyist in this iss		Cover	ed Official Position (i	f applicable)	
rst Name 'imothy	Last Name Powderly	lobbyist in this iss		Cover	ed Official Position (i	f applicable)	
rst Name Timothy	Last Name Powderly Fortson		Suffix			f applicable)	
18. Name of each individual first Name Timothy Toseph 19. Interest of each foreign of	Last Name Powderly Fortson		Suffix		ed Official Position (i	f applicable)	

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6. Specific lobbying issussues related to electronic			g) (one per page)	
ssues related to electroni	ies			
	c book publishing			
7. House(s) of Congress ouse of Representatives, Senate		☐ Check if None		
ouse of Representatives, Benut				
8. Name of each individu	al who acted as a lobbyis	t in this issue eree		
	2	t III tilis issut aita		
rst Name	Last Name	i	Covered Official Position (if applic	able)
rst Name	Last Name Powderly	Suffix	Covered Official Position (if applic	able) Ne
rst Name 'imothy oseph	Last Name Powderly Fortson	i	Covered Official Position (if applic	rable) Ne
imothy	Powderly	i	Covered Official Position (if applic	able) Ne
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imothy	Powderly Fortson	i	Covered Official Position (if applic	able) Ne
imothy	Powderly Fortson	i	Covered Official Position (if applic	rable) Ne
imothy	Powderly Fortson	i	Covered Official Position (if applic	rable) Ne
imothy oseph lick	Powderly Fortson	Suffix		able) Ne

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Registrant Apple Inc.			Clie	ent N	ame Apple	Inc.						
Information Update Page -	Complete	ONLY where i	registratio	n in	formation	has	changed	l.				
20. Client new address												
Address												
City	City				e	Z	ip Code		-	Coun	intry	
21. Client new principal pla	ce of busin	ess (if different t	than line 20))		_						
City				Stat	e	Z	ip Code		-	Coun	ntry	
22. New General descriptio										•		
LOBBYIST UPDATE												
23. Name of each previously		ndividual who is		exp		t as a	a lobbyist					
First Name La	ast Name		Suffix	3	First Name			Last Na	ime		Suffix	
2				4								
				4								
ISSUE UPDATE												
24. General lobbying issue t	that no long	ger pertains										
AFFILIATED ORGANI	ZATIONS											
25. Add the following affiliation	ated organi	zation(s)										
Internet Address:												
Name		Address Street Address City State/Province Zip Country							Principal Pla			
Name							(city and state or country)					
								City	,			
								Stat	e	Countr	ry	
							City	,				
								Stat	State Country			
26. Name of each previously	v reported (roanization that	is no longe	er af	filiated wi	th th	e registra	nt or	client			
1	y reported (is no long.	or ur	illiacea wi		3	111 01	CHOIL			
FOREIGN ENTITIES	. • . •											
27. Add the following foreign	gn entities	A 11		1								
Name	Street Addre	Address				-	of business		Amount of contri		Ownership percentage in	
	City	State/Province Country			(city and state or country)			for lobbying activities		client		
				Ci	ty							
				Sta	ite	Coun	try				9/	
28. Name of each previously repo	orted foreign	entity that no longe	er owns, or co	ntro	ls, or is affili	ated v	with the reg	gistran	t, client or affilia	ted orga	nization	
1		3					5					
2		4					6					
							تًا					
Printed Name and Title Ca	therine A. Nov	velli, Vice President V	Worldwide Go	vern	ment Affairs							
v6.0.2a		, , , , , , , , , , , , , , , , , ,									29ge 16 of 16	
v.v.4a										P	age 16 of 16	